



**AUGUST 2008**

MWR Colleagues...Welcome to the latest edition of eTrends and eNews—featuring topics of interest to our MWR business managers as well as the Branded Restaurant team. We've summarized ideas, industry items, promotions, internal business financials and a wealth of other news from trade publications, the Internet, and program managers. Don't forget to read the important information about the August MWR Conference in Louisville, KY and the note about the 2009 promotions coming your way.

If you don't have the time to read all the news, use the links to move to any topic you wish. (Please note: If you can't see all the photos...click on "view print layout.")

We'd welcome feedback and ideas that we can share with your fellow managers. Please send your comments or news—include photos if you've got them—to: shirley.kappa@us.army.mil; fax is 703-428-6133 or phone: 703-428-6125.

I hope you find some tidbit you can use to help you in your MWR business operations. Feel free to share this with your entire team.

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[Bowling](#)  
[Golf](#)  
[Food & Beverage \(Catering\)](#)  
[Events](#)  
[Branded Restaurants](#)  
[Joint Services Prime Vendor](#)  
[Other News](#)



**Henry Lweczyk, Vice President, Strike Ten Entertainment at MWR Conference in Louisville:** Plan to attend the Tuesday morning session (8-9:15 in the COE Room) at The SFAP Symposium in Louisville and learn about an exciting youth bowling education program that will begin in January. Henry Lweczyk of the BPAA and

Strike Ten Entertainment will share the exciting *Bowlopolis* program they have developed to introduce youth to the fun of bowling and to what can become a life-long sport. Wanda Arthur will talk about the bowler education program that FMWRC will roll out with *Bowlopolis* with targeted bowler educational sessions for 0-3, 4-6, 7-9 and 10-12 year old patrons. For additional information contact Wanda Arthur at (703) 681-5202.

**NATIONAL BOWLING WEEK EXPANDS TO EIGHT DAYS OF FUN:** Prizes are arriving this week for the start of the National Bowling Week promotion—August 23-30<sup>th</sup>. This year's program includes the scratch-off cards that were a hit in 2007, as well as a chance to participate in the World Record for most games bowled in a single 24-hour period, from midnight on the 29<sup>th</sup> to midnight on the 30<sup>th</sup>. To download a certificate to give to your bowlers go to [bpaa.com](http://bpaa.com). (POC: Shirley Kappa at 703-428-6125).



One military golfer will win \$10,000 this October at the World Long Drive Championship; will they come from your installation? Track all the results and events for the 2008 Military Long Drive Championship presented by 7-Up on [www.armymwrgolf.com](http://www.armymwrgolf.com). Each location will forward their winner to the second stage regional events being hosted in Heidelberg, Yongsan, Fort Carson and Fort Meade. The program is open to all Active Duty, Reserve, National Guard, Retirees or Military family members 18 years and older. Programmers looking for additional tools should go to [www.mwrpromotions.org](http://www.mwrpromotions.org).

### **Golf Walking Increases Overall Health**

A study by Arizona State University shows that Golf Walking is another way to improve your overall health and well being. The research, available on [www.golf2020.com](http://www.golf2020.com), took fifty male volunteers and equipped them with digital pedometers, accelerometers and heart rate monitors and sent them out to play 18 holes of golf. The results were impressive; a superior activity dosage for absolute volume and intensity of physical activity, beyond that of recommended daily values. Previous studies all shared the same conclusion that walking golf is good for cardiovascular health but this study set-out to prove that golf walking actually increases heart rate for a prolonged period of time for optimized health. Health professional recommend an accumulation of 7000 steps and 30 to 60 minutes of moderate intensity physical activity. The average number of steps in the 18 holes study was 12,197 well above the recommendation, and 105 minutes spent in moderate/vigorous activity. Working with your health promotions office in getting this information out, could just result in growth of the game at your course.



**Enter the Best Army MWR Catered Event Contest—Deadline 7 November:**

The deadline to enter your best catered event or best special event is fast approaching. Details are provided in a memo to the installations posted at [www.mwrpromotions.org](http://www.mwrpromotions.org). Winners receive a funded TDY to either Catersource or the Special Event Conference in 2009.

**Welcome to Army Five Star Catering! Don't Miss Mike Roman from Catersource and the Five Star Session in Louisville!**

The new Five Star Catering program and tools available for MWR Managers to use were introduced at the February Catersource conference.



Don't miss the Tuesday afternoon session at SFAP Symposium (1:45 – 3 p.m. and again from 3:15-4:30 p.m.)

**Financial Overview for Clubs and Food, Beverage and Entertainment (CFBE) and Theme Operations:** For 2<sup>nd</sup>

Qtr 08, Army CFBE and Themes net revenue was \$72.1M and NIBD \$7M or 9.7 percent. Net revenue decreased only \$576K or 0.7 percent, and NIBD increased by \$3742K or .6 percent when compared to 2QFY07. Activity managers and staffs maintained their overall COG/COL percentages within one percentage point compared to FY07. ARMP reimbursements were down by \$159K over 2QFY06. Overall, the CFBE program generated a positive 9.7 percent NIBD an increase over FY07 of .7%; the MWR BOD standard is a positive 8.0 percent NIBD.



**OPERATION RISING STAR:** Operation Rising Star 2008 is going strong at 47 MWR programs around the world. Host sites are now accepting applications for this year's program that will run August 1 – September 30, 2008. Plan your live finals viewing party now for Nov 12 – 15, 2008 on the Pentagon Channel and be part of the viewing audience that decides who will be the 2008 Rising Star. The grand prize is an all expense paid trip to Los Angeles to work with music executives to record their own 3 song CD. Local winners will go home with \$500 in cash prizes. Unit or Family Readiness Groups won't want to stay away from your events this year when they find out their participation can earn them money for their funds. There's so many things packed into Operation Rising Star; great nightly entertainment, build your business through food sales, and a chance to make one of your customer's dreams come true. Make sure your program is participating in the 2008 Operation Rising Star program log on to [www.OpRisingStar.com](http://www.OpRisingStar.com) for a list of locations and the official rules. Programmers looking for the guide book and program tools go to [www.mwrpromotions.org](http://www.mwrpromotions.org).

**The 2009 Promotions List is Coming Soon!** Watch for the Memo and list of 2009 promotions and get your registration in quickly. The list will be sent through your Region and must come back to FMWRC Events Division as a consolidated registration for your installation. Many of your favorites will return—Texas Hold ‘Em, Bunco, Operation Rising Star, Wii, and the Xbox BOSS promotion. Don’t miss the new Bowlopolis-Youth Bowling Education program to kick-off in January. The memo will be sent to your DFMWRs the last week of August. (POC: Shirley Kappa at 703-428-6125).

**It’s Bunco Time!** Fifty-two Army installations participated in the first Army Bunco promotion. There was tremendous interest and excitement from the Family Readiness Groups on the participating installations, who turned out in force to toss the die and make new friends. Over 4,000 entries were received for the Grand Prize drawing. MAJ Carla Augustine from Shape, Belgium was selected and received a \$4,000 SpaFinder.com gift card to enjoy! Top performing location was Rock Island Arsenal...with over 120 players a night! Most locations indicate they will continue Bunco in 2009. If your installation did not offer Bunco in 2008...watch for it in the Spring of 2009! For more information contact: [Shirley.Kappa@us.army.mil](mailto:Shirley.Kappa@us.army.mil) or call DSN: 238-6125.



MAJ Carla  
Augustine



**November 4th is Election Day.** Hold an Election returns party that runs all day and into the night. Raise your glasses and cheer...or cry into your beer at an Election Party on Nov.4th. Check your November Planning Calendar tab for party planning ideas.

**Bingo Financial Results:** In 2QFY08 the Army Bingo program’s net revenue was \$23.1M, a decrease of \$76K or .003 percent, compared to 2QFY07 which produced an NIBD of \$5M, or 21.7 percent of net revenue, a slight decrease of \$71K or .013 percent over the same time period 2QFY07.



### **First drive-thru Java Café opens in Kaiserslautern**

By Christine June, USAG KAISERSLAUTERN PUBLIC AFFAIRS

Coffee runs for the office just got a lot easier with the grand opening of Army Europe’s first drive-thru Java Café on Rhine Ordnance Barracks. Just ask Sgt. Robert Green and Sgt. Simona Lorenzo, both with the 230<sup>th</sup> Military Police Company based on ROB. They



have been going to the facility for that morning or afternoon coffee since its soft opening a month ago.

“We work late so it's nice to get a cup of coffee right before you go on shift,” said Lorenzo, who normally gets the Vanilla Latte coffee, but on July 2 – a hot day – she decided to try the Vanilla Latte “Javaccino” – the café’s themed name of the Starbucks’ brand of the blended-ice-beverage “Frappuccino.”



Located across from the 24-hour shoppette, the café serves Starbucks brand coffee, blended beverages, and another first for Java Cafés in Europe – breakfast and lunch menu options such as burritos, salads, wraps and sandwiches, said Valentine Pumphrey, the U.S. Army Garrison Kaiserslautern’s business operations chief. Its also the only one with a drive-thru window and game room, which sports a pool table, slot machines and one of two flat-screen TVs.

Customers can choose from a variety of seating options from the outdoor patio With four picnic tables and umbrellas; inside accommodations that include couches and sofa chairs with low tables, bistro-style tables and chairs, and even 10 gaming and internet machines – three of which are in the gaming room. Music can be added to the atmosphere by a network jukebox, where customers chose from loaded entries or select a song from the internet.

Plus, the café has air conditioning, and customers can even plug in their laptop computers as wireless access is available for a fee.

Hours of operations and menu options can be found at [http://mwrgermany.com/kl/java\\_cafe/java\\_cafe.htm](http://mwrgermany.com/kl/java_cafe/java_cafe.htm).



### **FMWRC, Java Cafe Opens at Fort Myer, VA**

On Thursday, June 19<sup>th</sup>, the Family and MWR Command (FMWRC), Branded Restaurant personnel opened their 18th Java Cafe (WPB) Starbucks in the already existing Fort Myer, VA Strike Zone Bowling Center. Currently this location offers one other great concept Strike Zone, and now the new Java Cafe. Its newest addition Java Cafe’s menu features made to order hot and cold espresso based beverages, coupled along with fresh baked assorted pastries.



### **James A. Carroll, JR. – Excellence in Management Awards:**

Family and Morale, Welfare & Recreation Command (FMRC), Business Programs Directorate is pleased announce the winners the James A. Carroll Jr. Awards and the Excellence in Management Awards. These awards are sponsored by FMWRC and are awarded annually for excellence in the management of Army clubs, bowling centers, golf courses, recycling and food, beverage and entertainment (FB&E) facilities.

The James A. Carroll, Jr., awards for excellence in club management and the Excellence in Management awards for golf, bowling and recycling will be formally presented at the Soldier and Family Action Plan Symposium: FMWR training conference FY08, Louisville, KY. The James A Carroll Jr. Award winners for fiscal year 2007 are:

Community/Membership club (over \$1 million in annual revenue): **Ms. Azebe Aweke, Fort Myer Officer's Club, VA**

Community/Membership club (\$500,000 - \$1 million in annual revenue): **Mr. Jeffrey Holmes, Landstuhl Community Club, USAG Heidelberg, Germany**

FB&E Activity (over \$1 million in annual revenue): **Ms. Tianna Bowden, Centennial Conference Center, Fort Bliss, TX**

FB&E Activity (under \$500,000 in annual revenue): **Ms. Honoria Baker, Tuckers Tavern Community Club, Fort A.P. Hill, VA**

**The Excellence in Management Award winners for fiscal year 2007 are:**

Golf Course (over \$1 million in annual revenue): **Mr. Dale Jorgenson, Camp Zama, Japan and Mr. Matthew W. Mugavero, Picatinny, NJ**

Golf Course (\$500,000 - \$1 million in annual revenue): **Mr. Terry Myers, Carlisle Barracks Golf Course, Carlisle Barracks, PA**

Golf Course (under \$500,000 in annual revenue): **Mr. Dan Brown, Whispering Pines Golf Course, USAG Bamberg, Germany**

Bowling Center (greater than 30 lanes): **Ms. Barbara Cox, Phantom Warrior Lanes, Fort Hood, TX and Mr. Robert Victorine, Yongsan Lanes, USAG-Yongsan, Korea**

Bowling Center (between 14 and 30 lanes): **Mr. Gerald Keener, Casey Lanes, Camp Casey, Korea**

Recycling Center (over \$300,000 in annual revenue): **Mr. Dan Sundeen, Fort Knox Recycle Center, Fort Knox, KY**

Most Improved Facility: **Mr. Tim Stancil, Gordon Lanes Bowling Center, Fort Gordon, GA**

Business Manager: **Mr. Chris Bradford, COD, USAG –Camp Red Cloud/Area 1, Korea**

***Thought for the Day: Long ago when men cursed and beat the ground with sticks, it was called witchcraft. Today, it's called golf.***